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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Fourth Semester, Master of Business Administration (MBA)

Semester End Examination; May / June - 2019

Strategic Brand Management

Time: 3 hrs

Max. Marks: 100

Note: Answer all FOUR full questions from PART - A and PART - B (Case study) is compulsory.

PART - A

- 1 a. What is Branding? 'Branding helps customers when they are in a choice situation'. Discuss the above statement with suitable examples. 10
- b. Define Brand equity. Explain the steps you follow to build Brand equity. 10

OR

- 2 a. What is CBBE? Explain CBBE pyramid with a suitable example. 10
- b. What is Internal Branding? Explain the need and importance of Internal Branding in modern day's business. 10
- 3 a. Discuss the criteria you prefer while choosing Brand elements. 10
- b. Identify a suitable brand endorser for a hypothetical sports bicycle brand and answer the following : 10
- i) Justify your selection of the endorser for the identified product
- ii) How does the brand endorser create secondary brand knowledge?

OR

- 4 a. Define value chain. Discuss various value stages of the brand value chain. 10
- b. What is Brand equity? Explain the Qualitative and Quantitative techniques to measure the Brand equity. 10
- 5 a. What are the advantages and disadvantages you see in Brand extension? 10
- b. Discuss various types of Brand personalities, quoting suitable examples. 10

OR

- 6 a. What is Brand Repositioning? Explain the reasons for Brand Repositioning. 10
- b. What is Brand Image? Suggest the sources which can be employed to improve the brand image for your college's MBA department. 10
- 7 a. What is Brand Imitation? Discuss various types of brand imitation. 10
- b. Discuss the important commandments to be kept in mind while building global customer based brand equity. 10

OR

8. Write short notes on the following : 20
- i) First Mover's advantages ii) Brand audit
- iii) PoDs and PoPs iv) Conjoint analysis

PART - B (Case study - Compulsory)

9. Saraswati Vidya Kendra was established in 1957 and has been serving the education sector since then. The institution offers education till class X at affordable fee structure. The school is known for its value and moral based high quality education. Admissions had never been problem till recent times and the sailing had been smooth.

In the recent times it has been observed that the increasing competition has eaten away a good percentage of market shares of the school and school has decided to revitalize its brand image in the market to bring back the glory. The school administration has called you for a meeting to discuss the following questions:

Questions:

- a. What is brand revitalization? Can it be done on an institution like Saraswati Vidya Kendra?
How? 10
- b. What are the possible advantages of school can get by building its brand image? 10

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